1. (currently amended) A method of operating a business processing unit to generate a context for an interaction between a consumer and a business comprising:

storing historical interaction data between a consumer and a business in a computerized, network accessible historical interaction database, the historical interaction data regarding previous interactions between the business and the consumer;

receiving a communication from the consumer during a current interaction between the business and the consumer through a device to ~~obtain~~ identify interaction data associated with a previous interaction between the business and the consumer which is relevant to said current interaction; and

accessing said historical interaction database in accordance with the received communication to obtain said identified interaction data thereby providing a context for the current interaction between the business and the consumer. ~~obtained interaction data historical interaction data regarding the consumer; and~~

~~generating from the accessed historical interaction data a context for the communication received from the consumer.~~

2. (previously presented)   The method of claim 1, wherein the communication through the device is received via an access channel.

3. (previously presented) The method of claim 1, further comprising:
mining the interaction data from previous consumer to business interactions to generate historical interaction data; and

the storage of historical interaction data between a consumer and a business includes storing the mined interaction data from the previous consumer to business

interactions in the historical interaction database.

4. (previously presented) The method of claim 1, further comprising: transmitting the historical interaction data to the device through which the communication was received.

5. (currently amended) The method of claim 4, wherein the transmission of the historical interaction data to the consumer includes providing the historical interaction data to the consumer in a consumer actionable format at the device utilized for the current interaction ~~through which the communication was received~~.

6. (canceled)

7. (previously presented) The method of claim 1, wherein the communication includes consumer identification data.

8. (currently amended) A method of interaction between a business and a consumer comprising:

maintaining a computerized, network accessible database of past interaction data from previous consumer to business interactions;

receiving a communication from the consumer during a current interaction between the business and the consumer identifing interaction data associated with a previous interaction between the business and the consumer which is relevant to said current interaction; and ~~an interaction initiation having interaction data from a consumer;~~

accessing said historical interaction database in accordance with the received communication to obtain said identified interaction data thereby

providing a context for the current interaction between the business and the consumer. ~~interaction data past interaction data regarding the consumer from the database of past interaction data; and~~

~~generating a context from the past interaction data regarding the consumer that was accessed in accordance with the received interaction data.~~

9. (currently amended) The method of claim 8, wherein the communication ~~interaction initiation~~ is received via an access channel.

10. (previously presented) The method of claim 8, further comprising: mining the interaction data from previous consumer to business interactions to generate historical interaction data; and

the maintenance of past interaction data includes storing the mined interaction data in the past interaction database.

11. (canceled)

12. (canceled)

13. (currently amended) A method for generating context for an e-mail from a consumer to a business regarding an Internet site of the business, the method comprising:

storing historical interaction data between a consumer and a business in a computerized, network accessible historical interaction database, the historical interaction data regarding previous interactions between the business and the consumer;

receiving an e-mail originating from an Internet terminal of a consumer, the

e-mail having consumer identification data and consumer Internet session history data identifing interaction data associated with a previous interaction between the business and the consumer which is relevant to a current interaction between the business and the consumer ~~regarding an Internet site of the business~~;

accessing said historical interaction database in accordance with the received e-mail to obtain said identified interaction data thereby providing a context for the current interaction between the business and the consumer; and ~~consumer identification data stored historical interaction data regarding the consumer;~~

generating a response to the email in accordance with the consumer identification data, the consumer Internet session history data, and the accessed historical interaction data.

14. (canceled)

15. (previously presented) The method of claim 13, further comprising:

automatically generating a template e-mail on the Internet terminal of the consumer in response to the consumer selecting an e-mail link on the business Internet site, the template e-mail including the consumer identification data and the consumer Internet session history.

16. (previously presented) The method of to claim 15, further comprising:

automatically invoking an e-mail program on the Internet terminal of the consumer in response to the consumer selecting the e-mail link on the business Internet site and providing the template e-mail to the e-mail program.

17. (previously presented) The method of claim 13, further comprising:

mining interaction data from previous consumer to business interactions; and

storing the mined interaction data from the previous consumer to business interactions in a historical interaction database.

18. (currently amended) An apparatus for establishing a context of an interaction between a consumer and a business comprising:

a data storage adapted to retain historical consumer to business interaction data regarding previous interactions between the business and a consumer;

means for receiving a communication from the consumer during a current interaction between the business and the consumer to identify interaction data associated with a previous interaction between the business and the consumer which is relevant to said current interaction; and

means for accessing said historical interaction database in accordance with the received communication to obtain said identified interaction data thereby providing a context for the current interaction between the business and the consumer.

a context generator for generating a context for the communication received from the consumer, the context being generated in accordance with historical consumer to business interaction data accessed in accordance with data obtained from the consumer communication.

19. (canceled)

20. (previously presented) The apparatus of claim 18, wherein the means for receiving a communication from the consumer is coupled to an access channel.

21. (currently amended) A system for providing the context of a ~~present~~ <u>new</u> customer interaction comprising:

an input device operable to receive data about interactions with a customer;

a database operable to store the data about the interactions with the customer received by the input device;

an output device operable to output the stored data about interactions with the customer; and

a processor operably connected to the input device, the database and the output device and programmed to store the data about interactions with the customer received by the input device into the database, evaluate data associated with a new interaction with the customer, <u>identify stored data associated with a previous interaction between the business and the consumer which is relevant to said new interaction,</u> ~~access the stored data about interactions with the customer,~~ retrieve <u>the identified</u> stored data <u>thereby providing</u> ~~that provides~~ a context for at least some of the data associated with the new interaction with the customer, and output the retrieved data.

22. (previously presented) The system of claim 21, wherein:

the data about interactions with the customer comprises data identifying a first good purchased by the customer;

the data associated with the new interaction with the customer comprises data that identifies the first good purchased by the customer; and

the retrieved data comprises data associated with the first good purchased by the customer.

23. (previously presented) The system of claim 21, wherein:

the data about interactions with the customer comprises data identifying a first interaction with the customer, a second interaction with the customer and a third interaction with the customer;

the data associated with the new interaction with the customer comprises data that identifies the second interaction with the customer; and

the retrieved data comprises data associated with the second interaction with the customer, and the data identifying the first interaction with the customer and the second interaction with the customer is not retrieved.

24. (previously presented) The system of claim 21, wherein:

the data about interactions with the customer comprises data identifying a first service provided to the customer;

the data associated with the new interaction with the customer comprises data that identifies the first service provided to the customer; and

the retrieved data comprises data associated with the first service provided to the customer.